Unit 1: Agritourism

**Lesson 5: Agritourism Brochure- Teacher’s Guide**

Estimated Time for Completion- Approximately 90 minutes

**Student Learning Objectives:**

As a result of this lesson the student will…

- Create a brochure that is eye appealing and functional
- Understand how one can market a business.

This activity is recommended to follow their agritourism business ideas, or to use in a marketing unit. The instructor should be sure they have a good idea of what they can do to make a brochure eye appealing prior to sending them to create their own.

**Directions:** Access the commodities and products tab on the AgMRC website (http://www.agmrc.org) and find the agritourism link. Utilize information located here to answer the questions below:

1. Refresh you definition of agritourism.
   - First, select the Commodities and Products link.
   - Second, select the agritourism link (the definition is located on this page).

2. What are some examples of agritourism? (Utilize the Food Industry Market Maker link on the AgMRC website to search for examples.) The Food Industry Market Maker allows you to put in a specified area and find the agritourism businesses around it.

3. Decide on what agritourism business you will use.
   - After the students have decided on a business, they are to find comparable businesses to get the base facts for their brochure.
   - They will not use the same exact prices, something similar.
   - Students will create a brochure using a computer program such as Publisher or Word.

Now that the students have a good understanding of what agritourism businesses surround them, it is time for them to think about what they can learn from that information. As a class discuss the following questions.

**Thinking Critically: Questions**

What is important to include in a brochure?

How do brochures help us market our business?

What other marketing strategies can you think of? What are the benefits of using those different strategies?

Is it a good idea to use many marketing strategies? Why?